



ISCCW Education / Public Relations Committee

Minutes from April 6, 2009 Meeting

Members Present: Will Buergey, Jim and Kathy Floriano, Helen Hayhurst, Diana Mehlhop

Old Business

a. Website

Kathy will ask Al Piel to make the following changes:

- move the Annual Meeting paragraph to a link under ISCCW – Lakeguards
- post the next annual meeting date (Sat. Aug. 1, 2009) under ISCCW News

b. Projects in place

1. Placemats

Helen and Barb will begin distributing the placemats just before Memorial Day.

2. Brochures

- 10,000 brochures were printed at a cost of \$870
- 25 brochure racks were purchased at a cost of \$56.35
- Diana has distributed them to 21 locations in Watersmeet and Land O'Lakes. She will also contact area resorts and hotels to see if they would display the brochure. Kathy will contact Sunrise Lodge.

3. License plates

- Kathy will order the plates. \$300 has been budgeted for this.
- It was suggested that Delores pass some of them out at Lake Association meetings rather than boat landings.

4. AIS signs at boat landings

- Will plans to contact Nicolet Sign Co. to check on the progress of the sign order.
- Nicolet has agreed to install the signs at last year's price.

5. CBCW signs for volunteers

Will is going to check on these signs.

6. Free boat wash signs

Will is also checking on these signs.

7. Bait container labels

Dean will be asked to get these labels from his source and distribute them to the bait shops.

c. Reminder about available items

Jim reminded committee members that the following items are available for everyone's use.

- business cards
- ISCCW poster with tripod
- aqua scopes

New Business

a. Projects to finalize

1. Bookmarks

- Diana will send Al the design that was agreed upon so he can finalize the font etc. and put it into PDF format.
- Diana will research printing costs. \$600 has been budgeted for this item.

2. Road signage

- There is enough money in the budget to have three signs made.
- The committee agreed on the following locations:
 - NW corner of intersection of Thousand Island Lake Rd and Roddis Rd
 - SE corner of intersection of Cisco lake Rd and Clearwater Rd
 - SW corner of intersection of Hwy 2 and Forest Service Rd 527 (Langford Lake)
- Helen will attend a meeting of the county road commission to ask their permission. If they approve, Jim will get the necessary lumber and hardware. Helen will work with Al Piel to get the correct information to the printer in a PDF format and the county will install the signs.

b. Joining “Stop Aquatic Hitchhikers”

The ISCCW has joined this group so we can use their picture on the signs. There was no cost involved.

c. Terrestrial invasives

Committee members will investigate educational information that could be posted on the ISCCW website. This would be similar to information given about aquatic invasive species (pictures with descriptions).

d. Article ideas

- If committee members have an idea and would like to write an article, they should submit it to the editing committee and then get it to Barb who will distribute it to area publications.
- It was suggested that Barb could write an article about the funds that the ISCCW will be distributing to Watersmeet Lake associations that are fighting invasive species. She can get the information from Will when those determinations have been made.
- Diana plans to work on a “Thank you” article with information from her ISCCW membership data.

Next meeting date:

The next meeting has been tentatively set for **9:00, Monday, June 1**, at Floriano’s.

Respectfully submitted,
Kathy Floriano
Secretary